



WKMG

ORDER

Flight Dates 10/08/12-10/28/12

Contract / Revision 261276 /
Original Date / Revision 10/04/12 10/04/12
Advertiser POL/RPOF 3 PACK//R/STR/F

Agency John McLaughlin & Associa
Buying Contact Marianne Campbell
919 Prince Street
Alexandria, VA 22314

Product BROOKS, BRODEUR, HARRELL
Agency Com 15%
Billing Contact
919 Prince Street
Alexandria, VA 22314
Sales Office PHI
Sales Region NAT
Agency Ref

Order Sep 00:15:00
Estimate # 556
Alt Order # 06363748
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A50+
Rev Codes AGY POL GEN
Product Codes PL-Candidate
Priority P-2
Advertiser Ref

Primary Account Executive
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 42800

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	32	\$36,380.00	\$42,800.00	0.00	10/01/12	10/28/12	32	\$36,380.00	\$42,800.00
Totals	32	\$36,380.00	\$42,800.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	WKMG	10/08/12	10/24/12	Local 6 News 12-1230p CM		12-1230p	M-W----	:30	2	\$900.00	P-2	0.00 NM	6	\$5,400.00
				Local 6 News 12-1230p										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 10/08/12	10/14/12	M-W----		2				\$900.00		0.00		
		Week: 10/15/12	10/21/12	M-W----		2				\$900.00		0.00		
		Week: 10/22/12	10/28/12	M-W----		2				\$900.00		0.00		
E 2	WKMG	10/22/12	10/25/12	News at 6p CM		6-630p	M-WT---	:30	3	\$1,400.00	P-2	0.00 NM	3	\$4,200.00
				News at 6p										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 10/22/12	10/28/12	M-WT---		3				\$1,400.00		0.00		
E 3	WKMG	10/15/12	10/19/12	News at 6p CM		6-630p	M-W-F--	:30	3	\$1,400.00	P-2	0.00 NM	3	\$4,200.00
				News at 6p										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 10/15/12	10/21/12	M-W-F--		3				\$1,400.00		0.00		
E 4	WKMG	10/08/12	10/12/12		CM	6-630p	MTWTF--	:30	5	\$1,000.00	P-2	0.00 NM	5	\$5,000.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
				News at 6p										
				News at 6p										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--			5		\$1,000.00		0.00			
E 5	WKMG	10/15/12	10/25/12	News at 7p	CM	7-7:30p	M--T---	:30	2	\$1,700.00	P-2	0.00 NM	4	\$6,800.00
				News at 7p										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M--T---			2		\$1,700.00		0.00			
Week:		10/22/12	10/28/12	M--T---			2		\$1,700.00		0.00			
E 6	WKMG	10/08/12	10/11/12	News at 7p	CM	7-7:30p	M--T---	:30	2	\$1,200.00	P-2	0.00 NM	2	\$2,400.00
				News at 7p										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M--T---			2		\$1,200.00		0.00			
E 7	WKMG	10/09/12	10/24/12	M-F 11p News	CM	11-1135p	-TW----	:30	2	\$1,700.00	P-2	0.00 NM	6	\$10,200.00
				M-F 11p News										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-TW----			2		\$1,700.00		0.00			
Week:		10/15/12	10/21/12	-TW----			2		\$1,700.00		0.00			
Week:		10/22/12	10/28/12	-TW----			2		\$1,700.00		0.00			
E 8	WKMG	10/28/12	10/28/12	CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$1,800.00	P-2	0.00 NM	1	\$1,800.00
				CBS Sunday Morning										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----1			1		\$1,800.00		0.00			
E 9	WKMG	10/14/12	10/21/12	CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$1,400.00	P-2	0.00 NM	2	\$2,800.00
				CBS Sunday Morning										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----1			1		\$1,400.00		0.00			
Week:		10/15/12	10/21/12	-----1			1		\$1,400.00		0.00			
Totals													32	\$42,800.00